

Captain William S. Couch, USN (RC)

Captain Couch graduated from Williams College, Williamstown, Massachusetts with a degree in History in 1979. He entered Officer Candidate School in Newport, RI and was commissioned an Ensign in March of 1980. His first sea tour was on the USS Deyo (DD-989) serving as the Fire Control Officer and the Gunnery Assistant. His tour included a Middle East Deployment and JCS Operations in Central America. He was subsequently assigned as Executive Officer and Navigator aboard the USS Fidelity (MSO 443) an ocean going minesweeper home ported in Panama City, Florida.

In January of 1985 Captain Couch was assigned to the Commander in Chief, US Naval Forces Europe Headquarters in London, England. He served as the Command Post Exercise (CPX) Coordinator and the assistant Amphibious Operations Officer in the Operations Directorate. It was during this assignment he went to night school and received his Masters in Business Administration from Boston University. He left active duty in July 1987 and went to work for the Maryland Casualty Company in Baltimore, MD.

Captain Couch affiliated with the Naval Reserve in 1988, initially with the Naval Control of Shipping Unit in Baltimore, MD. In 1989 he was selected for his first command tour as Gaining Command Liaison Officer for the USS Fortify (MSO - 446) in Little Creek, VA. This tour was followed with command assignments in Baltimore, MD at Fleet Training Group GTMO and Readiness Unit 106. From 1995-1998 Captain Couch was assigned to the Navy's Command Center in the Pentagon, serving as the department head for Political Military Affairs and finally as the head of Operations. Following the Pentagon tour he served as commanding officer Assault Craft Unit Two - Detachment 2806. He returned to the Pentagon to assume command of the NR OPNAV N75 106 unit in September 2000. In September 2002 he was assigned to SACLANT Detachment 106 in Washington DC. In a special 2003 OPNAV reserve selection board Captain Couch was selected as the commanding officer of the newly formed OPNAV Operations and Plans reserve unit. Captain Couch assumed duties as Deputy, Reserve Readiness Region Midwest in October 2005 and in August 2006 he was mobilized to active duty and assigned to Combined Joint Task Force – Horn of Africa (CJTF-HOA), as the Director for Manpower and Administration (CJ-1). In January 2007 he was reassigned as the first ever CJTF-HOA representative to the newly designated US Mission to the African Union in Addis Ababa, Ethiopia. Upon demobilization he was assigned through the Apply Board process to JFCOM and currently serves as the Deputy Reserve Director of the J9 Directorate (Joint Innovation and Experimentation).

Personal decorations include the Legion of Merit, the Defense Meritorious Service Medal, Meritorious Service Medal (2), Navy Commendation Medal (2), Navy Achievement Medal, National Defense Medal, Navy Expeditionary Medal, Naval Reserve Meritorious Service Medal, Global War on Terrorism Medal (Expeditionary), Sea Service Deployment Ribbon (2), Overseas Deployment Ribbon (2), and Unit Commendation Ribbon (2). Captain Couch is a graduate of the Reserve JPME advance course at the National Defense University and has completed all 3 of the Naval War College's executive series of the Naval War College curriculum.

Captain Couch headed the strategic planning function for the life and annuity sectors of the Old Mutual Financial Network in Baltimore MD, and was recently the CEO of its reinsurance subsidiary in Ireland.